

SAR Insight & Consulting

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A moment in the sun

SAR Insight & Consulting reports on how the rise of voice assistants are helping to drive the portable speaker market.

Voice-controlled portable speakers are enjoying a moment in the sun, with almost 27 million units expected to ship in 2025, according to the latest research conducted by SAR Insight & Consulting.

While Google Assistant and Amazon’s Alexa are the most popular assistants—found in a range of devices, including those from Sonos, Bose and Logitech—there is scope for more assistants (Apple’s Siri and Samsung’s Bixby among others) to be integrated into future devices.

“While consumer demand for voice-controlled portable speakers is expected to increase, there will still be strong demand from consumers who require devices with longer battery life and no voice assistants” said Kian Rayment, analyst at SAR. “This will accompany a demand for devices with high ingress protection ratings to expand use case scenarios for consumers”.

SAR predicts that there will be a need for higher power density batteries to keep up with additional functionalities such as voice control. Battery technology continues to have a large impact on any portable device, with portable speakers there is a drive to increase battery life but with minimal change to the overall device size. The inclusion of passive radiators is one method manufactures use to both reduce power consumption and improve sound reproduction.

SAR Insight & Consulting’s in-depth report, ‘Portable Speakers: market growth, technology trends, forecasts and competitive analysis’, breaks the market down into different sectors and explains how the main players intend to develop their offerings, and how component suppliers are expected to benefit. Within the predictions, there has also been consideration of Covid-19, the coronavirus that disrupted the global markets in the first half of 2020.

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Notes to editors: [SAR Insight & Consulting](https://www.sarinsight.com) provides detailed quantitative and qualitative research on established and emerging technology markets across multiple end applications, covering audio, voice, AI, UI, connectivity, sensors and more. www.sarinsight.com